

APR 6 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING SATURDAY, APRIL 4, 1942
(See Calendar of March 30th, for week-end dates previously announced.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 4 1:00 P.M.	ARMY DAY PARADE, BANQUET AND BALL Mon., April 6th, is "Army Day", but two of its major celebrations will take place on Sat., April 4th. Parade begins at 1 P.M. at 90th and 5th and will proceed down the Avenue to 64th Street. Celebration continues with gala Sat. night Banquet and Ball at Waldorf Astoria Hotel, at 7:30 P.M. with (it is hoped, though not yet confirmed), Donald Nelson as speaker. Open to public. Admission, \$10. For further information or tickets, call Military Order of World War, BR. 9-5089.	MILITARY ORDER OF WORLD WAR	PARADE ON 5TH AVENUE BALL AT WALDORF ASTORIA
Now Showing	SPECIAL MILLINERY EXHIBIT The Museum of the City of New York had just placed on display a special Millinery Exhibit which presents hats dating from 1830 on through the years up to a 1942 Sally Victor special! Exhibit will remain on view throughout summer. Publicity: Jerome I. Smith, LE. 4-1672.	MUSEUM OF CITY OF NEW YORK	5TH AVE. AT 102ND ST.
Now Showing Through April 19 10-5 Daily Sundays, 1-5 P.M.	ART EXHIBIT: "YOUNG AMERICA PAINTS" 7th Annual Art Exhibit presenting more than 1200 paintings and drawings by children from Kindergarten through High-School, culled from public, private and parochial schools throughout country. On view thru April 19th, from 10 A.M. to 5 P.M. daily; Sundays from 1-5 P.M. Admission free. Publicity: Ruth Maier, PL. 8-0256.	ART DIRECTORS, SCHOOLS ALL OVER U.S.A.	AMER. MUS. NAT. HISTORY 81ST AT CENTRAL PARK W.
Now Showing	NEW CALIFORNIA COLLECTION Summer collection of California playclothes, slacks and jumper dresses. (Slacks in three different lengths per size.) Showing by appointment only. To see, phone Mr. Louis Tabak, CI. 7-0300.	TABAK OF CALIFORNIA	ESSEX HOUSE 160 CENTRAL PARK SOUTH
<u>EASTER SUNDAY IN NEW YORK (Repeated by request)</u>			
Easter Sunday April 5 12-5 P.M.	EASTER SUNDAY BRACER- FASHION BREAKFAST The Madison's Easter Sunday Bracer Breakfast will include prizes for the smartest hats and costumes. Stars of Stage, Screen, Radio, and Society Leaders will be on hand. A local wit and a fashion reporter will comment on the costumes. Breakfast \$1.75. Publicity: Mr. Thomas Kelley, VO.5-5000.	MADISON HOTEL	12 EAST 58TH STREET
Easter Sunday April 5 12 Noon On.....	EASTER SUNDAY BREAKFAST The Ambassador will serve Easter Sunday Breakfast or Luncheon from Noon on, without benefit of organized fashion program. Luncheon, \$1.50 and \$1.75. Publicity: Corinne Buchanan, WI. 2-1000.	AMBASSADOR HOTEL	PARK AVE. AT 51ST ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Easter Sunday April 5	EASTER SUNDAY BREAKFAST Although there is no planned program for Easter Sunday Breakfast or Luncheon at the Plaza, it is traditional for many New Yorkers to drop in there after Church for Sunday Breakfast or Luncheon in the Terrace Room. Publicity: Joseph Ryle, PL. 3-6744.	PLAZA HOTEL	5TH AVE. AT 59TH ST.
Easter Sunday April 5	EASTER SUNDAY LUNCHEON There will be no organized fashion program at the Pierre. However, both the Café and the Cotillion Room will serve special Easter Sunday luncheons, priced from \$1.50 up in Café; and \$2 in Cotillion Room. Publicity: Kathleen Moran, RE. 4-5900.	HOTEL PIERRE	5TH AVE. AT 61ST ST.
Easter Sunday April 5 1:00 P.M. Luncheon	ANNUAL "EASTER BONNET AND TOP HAT" LUNCHEON A Stage Relief Fund benefit for families of theatrical men at war. Prizes awarded to best-dressed luncheon guests. Gentlemen's jury this year includes military representatives Col. Charles H. Bauer, Lt. Comm. McClelland Barclay, Lt. Fairfield Day and Lt. Col. Harold Hinton to say whether the military likes its ladies tailored or feminine. Civilians on gentlemen's jury include Cholly Knickerbocker, Samuel Barlow, Otto Soglow, and Count Maurice Dekker. Ladies' jury consisting of Miss Jean Tennyson, Miss Patricia Coffin and Mrs. Tackaberry McAdoo will select prize-winning gentlemen. Outstanding personalities of Stage, Screen, the Arts, and Society will be on hand. Ole Olsen of "Sons O' Fun" will be master of ceremonies. Open to public. Luncheon (\$3.00) will feature "Priority Custard; Consume Victoire and Chicken à la Bataan". Press by invitation. Publicity: Lydia Marcus, VO. 5-2800, Ext. 390.	STAGE RELIEF FUND	SHERRY NETHERLAND HOTEL 5TH AVE. AT 59TH ST.
Easter Sunday April 5 3:30- 4:45 P.M.	PROGRAM OF EASTER MUSIC Program of recorded mediaeval music appropriate to Easter season, presented by Metropolitan Museum of Art in Romanesque Chapel and Romanesque Hall of the Cloisters in Fort Tryon Park. Programs continue throughout entire summer on Tuesday and Thursday afternoons at 3:30 P.M. played in garden court when weather permits. Spring flowers are already abloom in the gardens and the indoor court has been made especially festive for Easter with orange trees, grape hyacinth and Madonna lilies. Put the Cloisters on your calendar for Easter Sunday afternoon. Admission, free. Publicity: Alice Merriam, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	THE CLOISTERS FORT TRYON PARK
Easter Sunday April 5 4:30 P.M. On.....	EASTER SUNDAY CONCERT The Waldorf will present an Easter Sunday Concert at tea-time in the Park Avenue Terrace. Mischa Borr and his orchestra will play a program of Easter music, with choral singing by the vested choir of the Blessed Sacrament Church, under direction of Warren E. Foley. Minimum: \$1.00 per person. Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST. PARK AVENUE TERRACE

WEEK BEGINNING MONDAY, APRIL 6, 1942

Monday April 6	DEBUT OF "REAP THE WILD WIND" FASHIONS Presenting adaptations of original costumes designed by Natalie Visart for Paulette Goddard, star of Cecil B. DeMille technicolor picture, (Continued on following page)	BEST & COMPANY	5TH AVE. AT 35TH ST.
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DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

"Reap the Wild Wind", now at Radio City Music Hall. Participating Mfrs. include: Roberta Gowns, Evening Dresses, (530 7th); Bert Schnurer-Cabana, Play Clothes, (1410 B'way); Edward Mackoud, Negligées, (45 E. 30th); Sally Victor, Hats, (18 E. 53rd); and Helitzer, Blouses, (525 7th). For further information, tie-ins, etc., contact: Helen Gardner, Modern Merchandising Bureau, MU. 2-4949.

Monday
April 6

"SHOE UTILITY WEEK"

R. H. MACY & CO., INC.

HERALD SQUARE
5TH FLOOR SHOE DEPT.

Macy's is tieing-in with National Conservation Week and cooperating with the Government's war-time conservation program by staging special departmental and window displays of smart new Utility Shoes. Departmental displays will show how to make shoes last, and demonstrations staged by the Bureau of Standards will show (1) How Perspiration Ruins Counters; (2) How Leather Cracks When Toes Bend; and (3) How and Where Shoe-Leather Wears First and Hardest. A Shoe Expert will be on hand to answer questions and tell how to counteract these devastating influences. Publicity: Kay Inglis Jones, CH. 4-2000.

Monday
April 6
4:00-
7:00 P.M.

TEA-DANCE PREVIEW:

UNDER AUSPICES OF

GRAND CENTRAL GALL.

"HISTORICAL CANADIANA"

MAPLE LEAF FUND

15 VANDERBILT AVENUE

The William H. Coverdale Collection of "Historical Canadiana" as well as a collection of modern Canadian art, will be presented at the Grand Central Art Galleries under the auspices of the Maple Leaf Fund. Preview and tea-dance will formally open two-week exhibit. Proceeds to United Nations War Relief. Preview admission, \$2.20 (incl. tax). Tickets from Mrs. Gibson, Maple Leaf Fund, 601 Fifth Ave. Exhibit opens to public on following day. Admission, 50¢ for duration. Press and Critics by invitation. Publicity: Madeleine Riordan, Hampshire House, CI. 6-7700.

Tuesday
April 7
1:00 P.M.
Luncheon

RITZ LUNCHEON

NELSON-HICKSON INC.

RITZ CARLTON HOTEL

FASHION SHOW

(9 WEST 57TH STREET)

OVAL ROOM

Nelson-Hickson will be the Fashion Exhibitor during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.

Tuesday
Evening
April 7
8:15 P.M.

METROPOLITAN MUSEUM

METROPOLITAN MUSEUM

TELEVISION STATION WCBW

TELEVISION PROGRAM

OF ART AND C.B.S.

15 VANDERBILT AVENUE

"Today's Way in Sculpture" will be the subject of this Tuesday's weekly Television program based on the "Arts in the Americas" collections of the Metropolitan Museum. Program will be presented by Mr. Edwin L.M. Taggart of Museum Staff. C.B.S. Television Publicity: Wil Marcus, WI. 2-2000.

Wednesday
April 8
1:00 P.M.
Luncheon

SERT ROOM LUNCH-

KATHLEEN INC.

WALDORF ASTORIA HOTEL

EON FASHION SHOW

(118 EAST 60TH ST.)

PARK AVE. AT 50TH ST.

Dramatizing the theme "Spring and Sunshine Clothes of Discretion for the Coming Months", Kathleen, Inc., will present a promenade of new fashions during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.

Wednesday
April 8
1:00 P.M.
Luncheon

"BUTTON-UP" BENEFIT

LA MODE BUTTONS

HOTEL PIERRE

FASHION SHOW

FOR NAVY RELIEF

GRAND BALLROOM

"Sew your own and save, and give what you save to Navy Relief" is the theme and patriotic motive with which La Mode Buttons presents a society-sponsored "Button-Up" fashion show of Spring Costumes during luncheon in the Grand

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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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	Ballroom of the Pierre. The fashions, executed in Celanese, wesco and Everfast Fabrics from McCall Patterns, will be presented with Hats by John-Fredericks; Bags by Bienen-Davis; Shoes by I. Miller; Jewelry by Monet; Gloves by Wear-Right; Belts by Criterion; Make-Up by Jacqueline Cochrane; and Handkerchiefs by Burmel. Mrs. John Jacob Astor, Chairman of Exec. Comm. Josette Daly heads Deb. Comm. Luncheon open to public. Admission, \$3. Proceeds to Navy Relief Society. Press by invitation. Publicity: Jack Goehring (Madeline Marcia), PL. 3-2991.		
Wednesday April 8 4:30 P.M.	PRESS PREVIEW: NEW BRIGANCE COLLECTION Lord & Taylor will present the new Brigance Collection of Playclothes and Beachwear to members of the Fashion Press. Strictly by invitation. Publicity: Mrs. Eleanor Howard, WI. 7-3300.	LORD & TAYLOR	5TH AVE. AT 39TH ST. THE BIRD CAGE
Thursday April 9 10:00 A.M. On.....	CONFERENCE ON "WHAT'S AHEAD FOR SMALLER STORES" An all-day conference devoted almost entirely to open forum discussions to help retailers of smaller stores decide on "the wisest, most patriotic and themost profitable" course for them to follow in the conduct of business at this time. Open to members, retail secretaries and non-members. For further information: NRDGA Press Relations Director, E.S. Hoyt, CH. 4-7313.	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
Thursday April 9 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW A fashion showing of "The Things We Love", presented during luncheon in the Cotillion Room, with Hats by Helène Garnell (515 Madison Ave.) and "Brazilian Gems in Modern Jewels" designed by Nadja Buckley (14 East 75th). Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	HELENE GARNELL & NADJA BUCKLEY	PIERRE HOTEL 5TH AVE. AT 51ST ST.
Beginning Thursday April 9 Luncheon	CIRCUS CLOWNS AT "BIG TOP" RESTAURANT During the month that the Circus is in town, clowns from the giant Ringling Bros., Barnum & Bailey spectacle will be on hand in McCreery's "Big-Top Circus Restaurant" during luncheon, cutting capers and otherwise amusing the luncheon guests. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES MCCREERY	5TH AVE. AT 34TH ST.
Thursday April 9 4:00 P.M.	SPRING FASHION SHOW AND TEA "Fashions for War Time" will be presented by Bonwit Teller under the direc- tion of Sybil Coles. (Positively no uniforms in show.) Open to public. Admission, \$1.65. Proceeds to Educational work of Club. Publicity: Mrs. Anne Lee, MU. 2-6215.	WOMEN'S NATIONAL REPUBLICAN CLUB	3 WEST 51ST STREET
Thursday April 9 8:15 P.M. Thru Saturday May 9	GALA OPENING NIGHT OF CIRCUS This year's Circus opens to the tune of a society-sponsored three-way bene- fit for Navy Relief Fund, Army Emergency Fund and President's Infantile Paralysis Foundation. Staged by John Murray Anderson, Circus high-spots include spectacular "Ballet of the Elephants", directed by George Balan- chine and danced to music by Russian composer, Igor Stravinsky. Elephants will wear special ballet costumes designed by Norman Bel Geddes who also created giant Opening Spectacle, "Holidays". New York, unlike small towns of America, has no big parade with which the circus announces its coming;	RINGLING BROS., BARNUM & BAILEY	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
(Continued on following page)			

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

however, New Yorkers with a yearning to recapture early Big-Top associations may watch the circus come to town at the Mott Haven Railroad Yard where it arrives on Friday, April 3rd, at 1 P.M. unloads and proceeds to Madison Square Garden to install the animals. First performance, Thursday, April 9th, 8:15 P.M. Admission, \$1.10 to \$4.40 for adults; half price for children (except Saturday and Sunday matinées). Publicity: Rowland Butler, CI. 6-6600.

Thursday April 9-	OPENING: JAMAICA SPRING RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA TRACK JAMAICA, LONG ISLAND
Saturday May 9	Open to public. General admission, \$1.50 (incl. tax), in grand stand. Club House admission, \$4. For further information, MA. 4-1940.		
Friday April 10 10:00 A.M.	"COLOR FASTNESS" MEETING	FEDERAL TRADE COMMISSION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
	Conference concerning color fastness of fabrics, directed toward establishing fair trade rules concerning color fastness and preventing deceptive or misleading advertising, labeling and other marketing methods. All interested may come or send representatives.		
Friday April 10	7TH ANNUAL BALL	NEWSPAPER GUILD OF NEW YORK	HOTEL ASTOR B'WAY AT 45TH ST.
	Two big name bands and Broadway's best entertainers. Tickets, \$1.10, from Newspaper Guild, 40 East 40th Street, MU. 3-8296. \$2.20 at door.		
Week of April 11- April 18	UNITED CHINA RELIEF WEEK United China Relief will inaugurate their 1942 drive for funds on April 11. Entire week will be devoted to great national campaign extending through all social and industrial groups of America, scheduled as follows: Sunday--Church Day; Monday--Cultural Relations Day; Tuesday--Women's Day; Wednesday--Children's Day; Thursday--China's Trade Day; Friday--Mercy Day; Saturday--Festival Day; Final Sunday--Day of Thanks. To tie-in, contact: Kathleen Connor, Mdse. Dir., U.C.R., 1790 Broadway, CI. 5-4100. Posters, photographs, publicity releases, and radio scripts available on request.		
Beginning Saturday April 11	"SPRING OFFENSIVE", RUSSIAN WAR RELIEF CAMPAIGN With the Slogan, "For Victory This Year - Help Russia This Spring!" Russian War Relief undertakes a "Spring Offensive" for funds for medical and humanitarian relief to Russia. Program begins with City-wide, day-long conference at Hotel Commodore beginning Sat., April 11th, 10:30 A.M. Conference will be followed by intensive six-weeks campaign including luncheon on April 14th at Waldorf Astoria Hotel given by Women's Division of R.W.R. in honor of Mrs. Franklin D. Roosevelt and Madame Ivy Litvinov. Concert and Ball follow at Commodore, on April 17th. Climax: gigantic rally in Madison Square Garden, May 20th. For complete details and ways and means of tying in, contact: Russian War Relief, 535 Fifth Avenue, VA. 6-3203.		
Monday April 13 Through May 9	EXHIBIT OF FLEMISH ART	BELGIAN EMBASSY	KNOEDLER GALLERIES 14 EAST 57TH STREET
	Exhibit of Flemish Primitives, many never before displayed in this country, will be held at Knoedler Galleries under auspices of Belgian Embassy, to raise funds for Belgian soldiers fighting with United Nations Forces. Sponsoring Committee includes Belgian Ambassador, George Theunis; Mrs. Franklin D. Roosevelt; and Governor Lehman. Tea-time preview on Monday, April 13th by invitation. Exhibit opens to public on following day with general admission of 50¢. Publicity: Evelyn Gerstein Associates, CI. 6-7632.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of April 13 Through April 20	CELEBRATING 100TH ANNIV. N. Y. BOARD OF EDUCATION These outstanding retailers will stage special window-displays: Abercrombie & Fitch; B. Altman; Arnold Constable; Best's; Bloomingdale's; Bonwit Teller; Gimbel's; Hearn's; Loeser's; Lord & Taylor; Macy's; Martin's; McCreery's; The Namm Store; Ohrbach's; Helena Rubinstein; Schrafft's; Saks 5th Avenue; John Wanamaker and others. Displays include such interesting memorabilia as Teachers' and Children's Costumes of 1842 on; Models of Old School Buildings; Old-Time Class-Rooms; Old Educational Methods on through such modern subjects as Airplane Mechanics, First Aid, and other aspects of current War Training. 10 girls and 10 boys from City High Schools will act as guest-managers and guest-hostesses in 10 Schrafft's Restaurants, dressed in costumes of 1842, and Schrafft's windows will display candies and confections of 1842. B. of E. will cooperate in planning windows suited to individual locales. To tie-in, contact: Howard A. Shiebler, B. of E., MA. 4-2800.	COOPERATING RETAILERS	METROPOLITAN SECTOR
Monday April 13 3:00 P.M.	ADDRESS ON "MODELING AS A CAREER" Miss Williams, Asst. Dir. of the Barbizon School of Modeling, will address the "League of Women" (N.Y.U.'s feminine students at the School of Commerce) on "Modeling As A Career", a pertinent subject so shortly before the graduation of the Class of '42. For further information, Miss G. Reutiman, Dean of Women, SP. 7-2000.	ROSLYN WILLIAMS, ASST. DIR., BARBIZON SCHOOL	N.Y.U. COMMERCE SCHOOL WASHINGTON SQUARE
Tuesday April 14 Through April 17 1st Session 10:00 A.M.	1942 PACKAGING EXPOSITION 12th Packaging Exposition and Conference of American Management Assoc., will concentrate on current problems in packaging. Admission to Exhibits, free. Admissions to conference as follows: full conference fee, \$5 to members; \$8 to non-members. One day, \$2 to members; \$3 to non-members.	AMERICAN MANAGEMENT ASSOCIATION	HOTEL ASTOR B'WAY AT 45TH STREET
Tuesday	One-half-day, \$1 to members; \$2 to non-members. Press welcome. (All proceedings must be off-the-record except for official releases issued at desk or special permission to quote or interview speakers.) For schedule of events, contact: Mr. James O. Rice, Ed., American Management Association, BR. 9-6055.		
Tuesday April 14 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Mary Lewis will present a Cotton Fashion Revue during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-4401. Ritz Publ.: Marion Morrison, PL. 3-4600.	MARY LEWIS (638 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 14, Wednesday April 15 2:30 P.M.	VOGUE PATTERN FABRIC SHOW B. Altman will present a Customer's Fashion Show of new Spring Costumes made from Vogue Patterns in new Spring Fabrics. Press welcome. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN	5TH AVE. AT 34TH ST. FABRIC DEPT., 2 FL.
Tuesday April 14 3:00 P.M.	PRESS PREVIEW: NEW HAT COLLECTION Lilly Daché will present a new and exciting Spring and Summer Hat Collection to members of the Fashion Press. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHÉ	SALON 78 EAST 56TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 15 9:30 A.M. Breakfast	PRESS BREAKFAST PRE- VIEW: NEW QUALITY FABRICS Catoir, a house long synonymous with "top-drawer" quality in <u>all-silk</u> fabrics, has met the emergency with brand new and outstanding developments in <u>synthetics</u> . Madame Paule Madoc of Catoir will present these developments to members of the Fashion Press at breakfast. By invitation. Publicity: Anna T. Moore, ST. 9-6000.	CATOIR	444 MADISON AVENUE
Wednesday April 15 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Henri Bendel will present "Young-Timers' Fashions" from their "Young-Timers' Shop" during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HENRI BENDEL (10 WEST 57TH ST.)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Thursday April 16 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW Henri Bendel will repeat their presentation of "Young-Timers' Fashions" during luncheon in the Cotillion Room. Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Pierre Publicity: Kathleen Moran, RE. 4-5900.	HENRI BENDEL (10 WEST 57TH ST.)	PIERRE HOTEL 5TH AVE. AT 51ST ST.
Monday April 20 (Time Tentative)	DIAMOND FASHION SHOW "Diamonds and the Call to Arms" will be the theme of an N. W. Ayer Press Show stressing Diamond Engagement Rings and the Industrial Diamond. Show will be staged like engagement announcement party, presenting the role of Diamonds in romance and also in the winning of the war. Strictly by invitation. Publicity: Nancy Hughes, N. W. Ayer, CI. 6-0200.	N. W. AYER & SON	????
Tuesday April 21 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW J. J. Jonas, Ltd., will present new gowns and millinery during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.	J. J. JONAS, LTD. (12 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 22 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Harry Collins, recently returned to the quality dressmaking business, of which he has been an outstanding exponent in years past, will present a luxurious collection of Collins Originals during the luncheon promenade in the Sert Room. Open to public. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	HARRY COLLINS, COUTURE 673 FIFTH AVE.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday April 22- Thursday April 23	PHILADELPHIA FASHION CONGRESS 9th Annual Fashion Congress conducted for benefit of Reed Street Neighborhood House and Summer Camp for Children. New York firms taking part in fashion events include: New York Dress Institute; Bergdorf Goodman; British Tweeds; Hattie Carnegie; Jaeckel's; Jay Thorpe; Farquharson & Wheelock; Lucie Spilo; American Viscose Co., and Cotton Textile Institute. For complete list of exhibitors and other information, contact: Fashion Congress Dir., Mrs. Charlton Yarnal, 1528 Walnut St., Phila. Phone: Pennypacker 6132.		BELLEVUE-STRATFORD HOTEL PHILADELPHIA, PA.
Beginning Wednesday April 22 Through June	IMPORTANT EXHIBIT: REN- AISSANCE IN FASHION, 1942" First exhibit of contemporary costumes and dress fabrics to be held at Metropolitan Museum of Art. Participating Designers include: Ethel Frankau, Bergdorf Goodman, Chairm. of Committee; Bertha Stern, Henri Bendel; Leslie	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.

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(Exact Time of Press & Members' Previews in later issue, probably Monday, April 20)	(Continued from preceding page)		
	Morris, R.K.O.; Mark Mooring, Bergdorf Goodman; Fira Benenson, Bonwit Teller; Wilson Folmar, Jay Thorpe; Sophie Gimbel, Saks 5th Ave.; Valentina; Jessie Franklin Turner; Hattie Carnegie; Germaine Monteil; Nettie Rosenstein; and Omar Kiam. Textile Exhibitors, headed by Dr. H.D.W. Smith of the A.M. Tenney Assoc., include: S. Stroock; A.D. Juilliard; John Walther; J.P. Stevens; Catoir; Celanese; Cheney Bros.; American Bemberg; Glendale; Everfast; Haffner Assoc.; and Sidney Blumenthal. Series of lectures will accompany exhibit, directed by Mr. M.D.C. Crawford, Research Ed., Fairchild Publications. For complete information, contact: Evelyn Gerstein Assoc., (Miss Roll) CI. 6-7632.		
Saturday April 25 Through May 2	6TH ANNUAL CROCHET CONTEST	NATIONAL NEEDLE-CRAFT BUREAU	THROUGHOUT COUNTRY
	6th Annual National Crochet Contest includes two retail competitions: window display contest for stores; and enrollment contest for crochet-needlework, open to women throughout country. Prizes awarded for best items submitted and to clerks in stores. For rules or tie-in, contact: Sally Dickason, National Needlecraft Bureau, 385 Fifth Avenue, LE. 2-4455.		
Tuesday April 28 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW	FRANKLIN SIMON (414 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
	Franklin Simon will present an All-Cotton Fashion Show during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon Publ.: Mrs..M. Kaldor, WI. 7-9600. Ritz: Marion Morrison, PL. 3-4600.		
Wednesday April 29 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	Saks 5th Avenue will present Beach Wear and Play Fashions during Luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Saks Publ.: Dorothy Harness, PL. 3-4000. Waldorf: Ted Saucier, EL. 5-3000.		
Friday May 1	CLOSING DATE: DESIGN CONTEST	CHICAGO TRIBUNE	CHICAGO ILLINOIS
	Chicago Tribune's 3rd Annual American Design competition. Theme: "What Will Women Wear in War Time". Aim: to encourage original American design. Open to anyone who has lived in U.S.A. prior to March 1st, 1942. Prize awards total \$7,500. Mrs. Grace Pickering heads judges. <u>Designers note:</u> "Economy and use of easily obtainable simple materials will count heavily in judging."		
Friday May 1- May 17 Preview Thursday 4/30, 2-6	EXHIBIT: MEXICAN COSTUME SKETCHES	MUSEUM OF MODERN ART	YOUNG PEOPLE'S GALLERY 11 WEST 53RD STREET
	Young People's Gallery will exhibit number of original Mexican costume sketches by Carlos Merida, lent by Art Institute of Chicago. Press and Critics preview preceding day, Thursday, April 30th from 2-6 P.M., by invitation. Publicity: Sara Newmeyer, CI. 5-8900.		
<u>OPENING OF FALL SHOE LINES</u>			
Sunday May 3	N.Y. QUALITY MFRS., VANDERBILT HOTEL	OTHER OUT-OF-TOWN MFRS., McALPIN HOTEL	ST. LOUIS MFRS., PENNSYLVANIA HOTEL
	VOLUME SHOE MFRS., NEW YORKER HOTEL		
<u>INDIVIDUAL DEALER SHOWINGS FOLLOW:</u>			
Monday May 4 12:30 P.M. Luncheon	DEALERS' LUNCHEON	NEWTON ELKIN	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	Newton Elkin's Annual Dealers' Luncheon will be addressed by John B. Swinney, Mg. Dir., Uptown Retail Guild, whose topic will be "Don't Sell Your Better Shoe Business Short". Mrs. Ruth Rusling, O'Dea, Sheldon & Canaday, will as usual relate Fall Shoe Fashions to the Fall Fashion picture. For Newton Elkin Dealers only. By invitation. Publ.: Paul Elkin. LO. 5-6569.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 5 10:30 A.M. Press, 4:30 P.M.	PRESENTATION OF NEW FALL LINE Mrs. Faie Joyce will present her new Fall Play Shoe Collection to Joyce Dealers at 10:30 A.M. Press showing follows at 4:30 P.M., both by invitation. Contact: Mr. F. Baker, CH. 4-3021.	JOYCE INC.	McALPIN HOTEL BLUE ROOM
<u>NOTE:</u>	MILLER, DELMAN, and PALTER Showings in later issue of FASHION CALENDAR.		
Tuesday May 5 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW De Pinna will be Fashion Exhibitor during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. De Pinna Publ.: Dorothy Coburn, VO. 5-4800. Ritz Publ.: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
Thursday May 7 1:00 P.M. Luncheon	ORCHID AND DIAMOND LUNCHEON FASHION SHOW Annual Benefit Luncheon Fashion Show staged by Society-Sponsored Nearly New Shop, to raise funds for 8 auxiliary charities. Review, directed by Mrs. Ralph West Robey, will feature fashions by outstanding American designers; along with orchids and diamonds. Names of exhibitors in later issue. Open to public. Admission, \$3. Press by invitation. Publ.: K. Moran, RE. 4-5900.	NEARLY NEW SHOP (917 EIGHTH AVENUE)	PIERRE HOTEL COTILLION ROOM
Monday May 11 Through June 6	BELMONT SPRING RACE MEET Plans include fashion as well as racing program. Opening Day fashion fete will be staged by Uptown Retail Guild Stores. Four following Wednesdays will get under way with luncheon fashion revue on clubhouse terrace. For further information or tie-ins, contact Joan Becker, WI. 4-4996. General admission (grand stand) \$1.50 (incl. tax). Club House, \$4. Details later.	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, LONG ISLAND
Friday May 15 Through Saturday May 23	NATIONAL COTTON WEEK Theme of Week: "Cotton Freshness For Fighting Trim!" Stores, newspapers and magazines wanting reprints of official National Cotton Week posters or other promotional materials may apply without charge to National Cotton Council, Box 18, Memphis, Tennessee; or Cotton Textile Institute, 320 Broadway, New York City. Publicity: Virginia Jewel, WO. 2-0270.	NATIONAL COTTON COUNCIL	THROUGHOUT COUNTRY

HOME FURNISHINGS CALENDAR

Beginning Monday April 6	DEBUT OF "HERB PRINTS" IN DECORATIVE FABRICS Center Aisle on Macy's 7th Floor will be given over to arresting displays and uses of decorative fabrics in new Springtime "Herb Prints". Furniture Dept. will tie-in with upholstered pieces in "Herb Prints"; Negligée Dept. will feature house-coats in "Herb Prints"; and the Culinary-Herb Dept. will also cooperate. For photographs, etc., contact Jeanne Sherry, Publicity: CH. 4-2000.	R.H. MACY & CO., INC.	HERALD SQUARE 7TH FLOOR
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DATES AHEAD

Apr. 5	EASTER SUNDAY
Apr. 6	ARMY DAY (Monday)
Apr. 14	PAN-AMERICAN DAY (Tuesday)
May 10	MOTHER'S DAY (Sunday)
May 30	MEMORIAL DAY (Saturday)
June 21	FATHER'S DAY (Sunday)
June 21	1ST DAY OF SUMMER (Sunday)

RED LETTER WEEKS

Apr. 11-19	AMERICA'S HOME WEEK
Apr. 16-25	NATIONAL HARDWARE WEEK
Apr. 20-25	NATIONAL NOTION WEEK
Apr. 26-5/2	NATIONAL BABY WEEK
May 3-10	NATIONAL MUSIC WEEK
May 15-23	NATIONAL COTTON WEEK
May 23-30	NATIONAL TENNIS WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Now..... N.Y. PREMIERE: "JOE SMITH, AMERICAN" (Cinema) CRITERION THEATRE, B'WAY AT 45
Showing M.G.M. melodrama about enemy espionage with Robert Young in title role and
Marsha Hunt opposite. Publicity: Art Schmidt, BR. 9-7300.
- Saturday... AMERICAN PREMIERE: "THE PASHA'S WIVES" (Cinema) WORLD THEATRE, 153 W. 49TH
April 4 "L'EsClave Blanche", a romance set in period of last Sultan of Turkey, star-
ring Dalio, Viviane Romance, John Lodge and Saturnin Fabre, released by
Better Films Inc. Program also includes presentation of "Soviet Women",
documentary film story of achievements of Soviet Women in fields of Art and
Science. Admission, 75¢ after 5 P.M. Publ.: Herman Weinberg, CI. 6-5500.
- Saturday... PREMIERE: "THE JUNGLE BOOK" (Cinema) RIVOLI THEATRE, B'WAY AT 51ST STREET
April 4 Alexander Korda's Technicolor picturization of Kipling's "Jungle Book",
starring Sabu. Released by United Artists. Publ.: Tess Michaels, BR. 9-7300.
- Saturday... DÉBUT OF "MGM'S PRIZE PACKAGE", ALL-SHORTS PROGRAM, B'WAY THEATRE, 1681 B'WAY
April 4 By popular request, MGM will reopen the Broadway Theatre with a new program-
policy of 1-reel and 2-reel film shorts exclusively, none of them newsreels.
Continuous showings at popular prices. Publ.: Art Schmidt, BR. 9-7800.
- Monday..... TWO WEEK-SEASON OF BALLET AT METROPOLITAN OPERA COMPANY, B'WAY AT 39TH ST.
April 6 For the first time, two major ballet companies, the Ballet Russe de Monte
Carlo and the Ballet Theatre, both under Hurok Management, will share a
two weeks season at the Met. Over 35 ballets will be offered by both com-
panies, including premières of new ballets. Ballet Theatre opens bill with
"Les Sylphides", "Russian Soldier" (N.Y. Première of Fokine's latest work
based on Prokofieff's "Lt. Kije") and "Bluebeard". Publicity: Gerald Goode
(Hurok Office) PL. 3-0820.
- Tuesday.... PREMIERE: "THE MOON IS DOWN" MARTIN BECK THEATRE, 302 W. 45TH ST.
April 7 Dramatization of John Steinbeck novel, produced by Oscar Serlin with Ralph
Morgan, Otto Kruger, Whitford Kane and Joseph Sweeney in cast. Costumes
supervised by Rose Bogdanof. Publicity: Harry Forwood, CI. 5-6371.
- Tuesday.... REVUE: "GRATEFULLY YOURS" IMPERIAL THEATRE, 249 W. 45TH ST.
April 7, Revue to be presented and acted in by 54 British children now in this coun-
Matinée. try, for benefit of B.A.A.C. and American Theatre Wing. Directed by Robert
Sunday Ross and Constance Collier. Dance Directors, Andy Anderson and John Sola.
April 12, Costumes supervised by Lucinda Ballard. There will be two performances,
Evening. Tues., Apr. 7, matinée: and Sun., Apr. 12, evening. Tickets, 50¢ to \$5.50
from B.A.A.C., 420 Lexington Ave. Contact: Mr. Philip Schuyler or Mr.
Moore, MU. 3-4383.
- Wednesday.. CELANESE'S "GREAT MOMENTS IN MUSIC" WABC-COLUMBIA NETWORK
Evening Excerpts from Tchaikowsky's "Pique Dame" will be sung by Jean Tennyson,
April 8 Jan Pearce, Robert Weede and Susanne Sten, with Symphony Orchestra conducted
10:15 P.M. by George Sebastian. Publ.: Bureau of Industrial Service, AS. 4-8400.
- Friday..... PREMIERE: "DANGEROUSLY THEY LIVE" (Cinema) STRAND THEATRE, B'WAY AT 47TH
April 10 Warner Brothers picture starring John Garfield, Nancy Coleman and Raymond
Massey. Clothes by Milo Anderson. Warner Bros. Publ.: Eve Seigel,
CI. 6-1000.
- Sunday..... PERFORMANCE OF GUSTAV MAHLER'S "EIGHTH SYMPHONY", CENTER THEATRE, 6TH AT 49TH
April 12 400 assisting artists and musicians will be heard in this concert, which
12:30- marks first time the Mahler Symphony has been performed locally in 26 years.
1:30 P.M. The Radio City Symphony Orchestra will be conducted by Erno Rapée. Tickets,
55¢ and up. Music Hall Publicity Department, CI. 6-4600.
- Tuesday.... PREMIERE: "YESTERDAY'S MAGIC" ???
April 14 Theatre Guild production of Emlyn Williams play dealing with theatrical
folk and starring Paul Muni supported by Jessica Tandy, Alfred Drake,
Brenda Forbes, James Monks and others. Publicity: J. Heidt, CO. 5-6170.